I LOVE the No-Call list. It was enhanced our family time with peaceful dinners--sans interruptions. Also, the children enjoy the lack of interruptions while doing homework. I truly believe that advertising/marketing should not invade one's privacy at home. We can choose to turn off the TV or read the mail when it's convenient. No Call provides us the opportunity to answer our phone and engage in conversation with only family and friends. Before No Call, we would sometimes get 6-8 calls a night!!! Where is the time for meaning family meals and homework time? Raising children is an important facet in my life--to have the phone ringing on a frequent bases during the time we spend together is simply not acceptable!